

Management Chronicle

NEWSLETTER

DEPARTMENT OF MBA

VOLUME 7, ISSUE 1, JUNE 2022



VISION, MISSION AND OBJECTIVES OF THE INSTITUTE

VISION

- To be one of the premier Institutes of Engineering and Management Education in the country

MISSION

- To provide Engineering and Management education that meets the needs of human resources in the country.
- To develop leadership qualities, team spirit and concern for environment in students

OBJECTIVES

- To achieve educational goals as stated in the vision through the mission statements which depicts the distinctive characteristics of the Institution
- To make teaching-learning process an enjoyable pursuit for the students and teachers

VISION, MISSION AND OBJECTIVES OF THE DEPARTMENT

VISION

- To be a preferred destination for management education and entrepreneurship development

MISSION

- To provide contextually relevant management education with learner-centric pedagogies
- To develop skilled, competent and socially conscious managers
- To cultivate entrepreneurial culture among the students

OBJECTIVES

- To achieve faculty development and effectiveness through training and research
- To inculcate concern for society and nature as a guiding spirit among the students
- To provide integrated, classroom and experiential learning opportunities for managers and entrepreneurs



Stephen Richards Covey (1932 – 2012) was an American educator, author, businessman, and keynote speaker. Stephen Covey's most popular book is 'The 7 Habits of Highly Effective People'. Covey earned Bachelor of Science degree in Business Administration from the University of Utah, an MBA from Harvard Business School and a Doctor in Religious Education (DRE) from Brigham Young University. He had ten honorary doctorates to his credit. Covey worked as a Professor at the Marriott School of Management at Brigham Young University (BYU) for several years, specializing in the subject of Organizational Behaviour. In 1985, Covey established 'Stephen R. Covey and Associates' which was later merged with 'Franklin Quest' and formed a new organisation called 'Franklin Covey'. 'Franklin Covey' is a global professional-services firm providing training on leadership skills and productivity tools to individuals and organizations. In 1996, Time magazine named Stephen Covey as one among the 25 most influential people in America.

“Leadership is communicating other's worth and potential so clearly that they are inspired to see it in themselves” – Stephen Covey



Vidyayamruthamashnuthe

B. N. M. Institute of Technology

An Autonomous Institution under VTU. Approved by AICTE.

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FROM THE EDITOR'S DESK

We are glad to present the June 2022 issue of 'Management Chronicle', the Newsletter from the Department of Business Administration - BNMIT. Management Chronicle provides a glimpse of the various activities and events conducted by the Department and also furnishes a platform for students to express their views on the functional areas of management, vis-a-vis the current scenario.

PROFILE OF THE DEPARTMENT

Established in 2006, the Department of Business Administration at BNMIT has been recording excellent academic performance consistently. Our students have also secured top ranks under VTU including the first rank in all of Karnataka. The Department is served by highly qualified and experienced faculty members with an average collective experience of sixteen years in the industry and academics.

Some of the prominent features of the Department are -

International and National Level Faculty Research Contributions; MoU with Auston Institute of Management, Singapore; MoU with University of Alabama in Huntsville, USA; MoU with IIMBx for offering 'MOOCS' to MBA students; MoU with Republican Institute for vocational Education (RIPO), Belarus for Student Internships; MoU with Fidelity National Financial Ltd. and MoU with Learnito Edu Pvt. Ltd. The Department also conducts National Level Student Fests, Conferences, Online Courses and Industry Interface Programs and over and above, students are exposed to industrial visits, commerce and HR companies, financial organisations and top marketing industries for a live experience.

EVENTS

FACULTY DEVELOPMENT PROGRAM

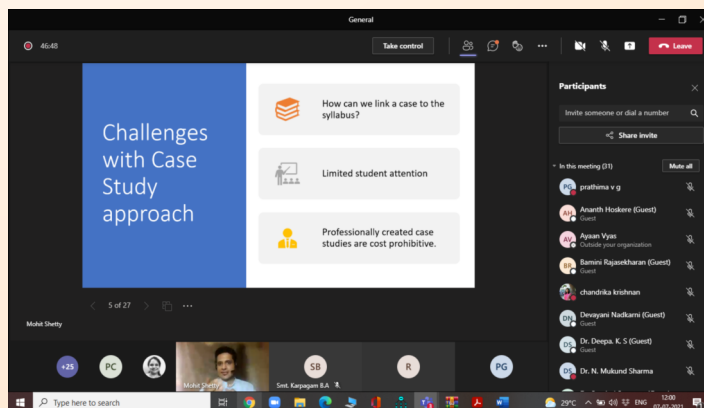
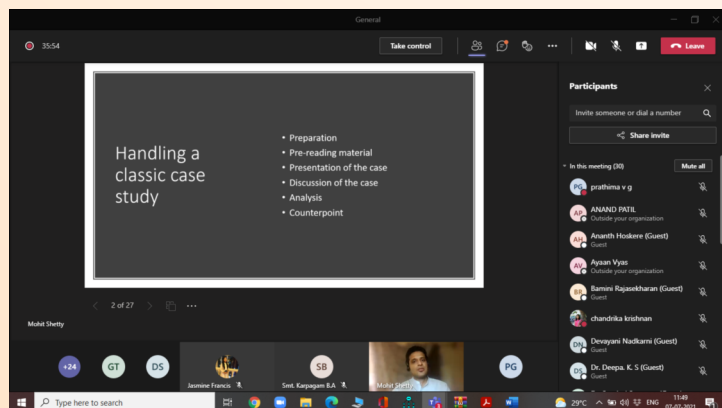
Faculty Development Programme on 'The Art of Effective Online Teaching for Management Faculty' was conducted by Department of Business Administration from Jul 3rd to 9th, 2021. The objective of this FDP was to equip teaching fraternity in Management education to adapt to innovative ways of teaching management concepts and its applications to real world scenarios in a creative manner with the aid of new age technology. Eminent speakers from the industry and academia conducted several engaging sessions during the program.

The first session was about 'Enhancing the effectiveness of Online teaching using technology', handled by Mr. Santosh Hombal, Business Development Manager at eAbhyas Info solutions. The speaker gave an insight into the context of Online teaching, how to engage students with compelling content using various communication tools as well as content sources and creation tools.

The session on Day 2 was 'Adapting Design thinking in online teaching-learning process' chaired by Mr. Vijeth Rao, Design Lead of LeadSquared. Mr. Rao explained the basic premise used in design thinking, use of various laws applicable in the design industry and its applicability to online teaching.

'Teaching through Gamification', session on Day 3, was conducted by Dr. Manu Melvin Joy from CUSAT, who held a discussion on Gamification, Game based learning, and Game thinking. Many gamification tools were demonstrated during the session.

The session on Day 4 was about 'Creativity in Case-based teaching methodology' conducted by Mr. Mohit Shetty, HR Business Partner, Infoblox. He gave an insight into the classic case study method, podcasts, video commentary and documentaries and blogs. He also spoke about the importance of creating case study content and the online resources that can be used to create a case study.



Mr. Mohit Shetty talking about Case Study based teaching methodology

There were two sessions on Day 5 – first session being 'Mastering Online Pedagogical delivery', engaged by Mr. Mahesh Ravi, Creative Head, Wiztoon Academy of Media and Design. The speaker led the participants through an experience of various communication tools, content creation and student management tools used at Wiztoon Academy. The second session was on 'Innovations in Online Assessment and Evaluation' by Dr. L Vijayashree, Professor and Head of New Gen IEDC at BNMIT. The speaker explained about the usage of simple online tools like padlets and content creation platforms such as blogsites, Microsoft sway and XMind. She also spoke about the method of conducting situation analysis, roleplay, one-minute paper, one sentence summaries in the online mode of teaching.



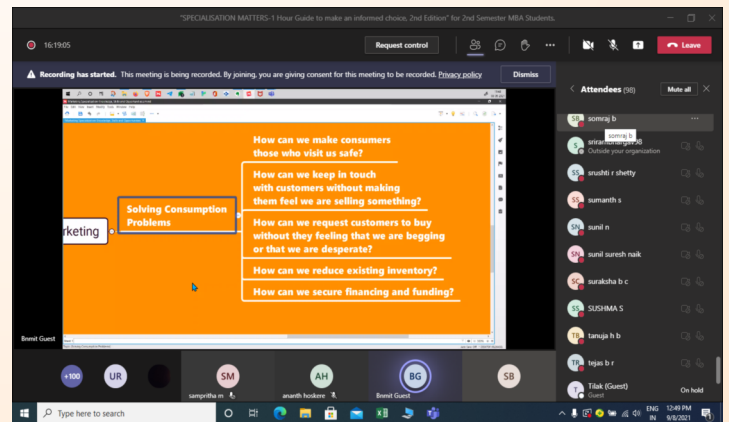
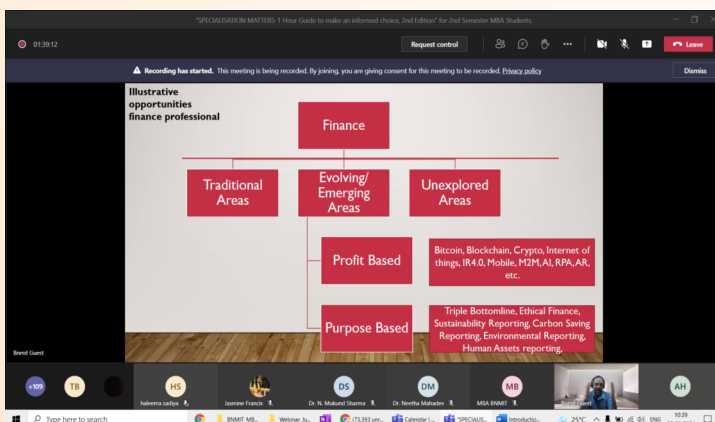
Resource person Mr. Mahesh Ravi speaking about 'Mastering online pedagogical delivery'

WEBINAR SERIES ON 'SPECIALIZATION MATTERS- A ONE HOUR GUIDE TO MAKING AN INFORMED CHOICE'

Department of Business Administration organized a three-day webinar series for the second semester MBA students on the topic 'Specialization Matters- A One-hour guide to make an informed choice' from Sept 8th to 10th, 2021.

Day One was marked for Finance Specialisation and the Resource Person was Mr. Viswanathan P, CEO, Vyoma Linguistic Labs Foundation, Bangalore. Mr. Viswanathan P, is a Chartered Accountant and has an extensive industry experience of around 20 years in various areas of finance and accounting. Mr. Viswanathan highlighted the fact that 'specialization' matters, not just in choosing an elective during the studies, but also in making oneself 'specialized'. Each individual is unique with respect to his or her personal attributes, aptitude level and mindset. Before choosing a specialization, one has to assess whether he or she has the right mindset to consider that as a career option.

The speaker highlighted that Finance, as a specialization, requires strong quantitative aptitude, voracious reading skills, teamwork, perspective thinking ability and common sense as a prerequisite. He mentioned that Investment banking, Funding, Treasury, Consulting, Corporate valuation, Financial planning and analysis, Accounting, ERP, Internal controls/ Assurance/ Risk and compliance, Financial investigations are the various career options available in finance.



Glimpses from the webinar 'Specialization Matters'

Day 2 of the webinar was chaired by Mr. CNB Rajesh, Director and Chief Evangelist at Enleanytics, a firm which provided training and digital marketing services to companies. The speaker shared his insights about career prospects in Marketing and how students should prepare themselves with relevant knowledge, skills and attitude. He shared details about entry level jobs available in the field of marketing, skills required, companies that are currently hiring and how students can ready themselves for jobs. Mr. Rajesh stressed more on domains such as Digital Marketing, Search Engine Optimization, Content Marketing, Marketing Analytics which are the most sought-after jobs in the present times.

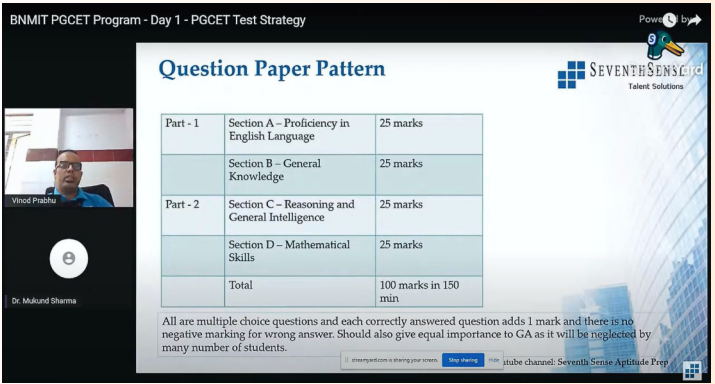
Sales funnel skills, digital marketing skills, design skills and linguistic skills needs to be polished if one wants to take up marketing as a career. He explained the difference between 'Marketing' and 'Sales' which are often mistakenly used as interchangeable terms. He also advised students to shape their mind-set, build their network and invest in skilling and reskilling especially in soft skills.

The last session on Day 3, post lunch was about the Human Resource Management. The guest speaker for the session was Mr. Mohit Shetty who is a HR Business Partner at Infoblox. Mr. Mohit has over a decade of experience in varied industries ranging from Aviation to multinational IT product-based companies. He has handled end-to-end employee life cycle for rapidly growing organizations. Mr. Mohit emphasized on self-evaluation and understanding one's strengths and aspirations before looking for opportunities available as per the skills required. He demonstrated using Glassdoor and Naukri, where various job vacancies are available in HR for various positions. He said there are ample number of job opportunities are available in the market but skilled candidates who can be the right fit, are not available. He also spoke about different certification courses and skills that students need to possess in order to be industry ready.

All the speakers addressed the questions of students at the end of respective sessions. Students found the webinar extremely useful and there were a plenty of take aways from it.

'EMBARK'- PGCET COACHING FOR MBA ASPIRANTS

Post graduate Common Entrance Test (PGCET) is conducted by Karnataka Examination Authority for the purpose of shortlisting students to enrol for MBA programs in the state. In order to help the prospective PGCET aspirants prepare for this test, the Department of Business Administration had organized a virtual crash course called 'eMBark' from October 25th to 28th, 2021. The course covered the basics of all the four sections of PGCET - Quantitative Aptitude, Logical Reasoning, English Language and General Knowledge. This was conducted by trainers from Seventh Sense Solutions and the entire program was hosted on YouTube platform for the convenience of the participants. More than 150 MBA aspirants registered and took benefit of the program.



Snapshots from the PGCET coaching for MBA aspirants

'EXPERIENTIAL LEARNING' BY PROF. SATHISH KUMAR

Prof. Sathish Kumar, Head, Teaching-Learning Center and Corporate Relations at BNMIT conducted a two-day session on 'Experiential Learning' for the 3rd Semester MBA students on Dec 16th and 17th, 2021. Prof. Sathish conducted various activities involving the students and demonstrated how different types of teaching methods can enhance the learning outcomes. The activities had a theme based on the management subjects and all participating students were involved in the activities.



Students involved in a team activity during the session

INAUGURATION OF FIRST YEAR MBA CLASSES

The First Year MBA classes were inaugurated on February 17th, 2022 by Shri Narayan Rao R Maanay, Secretary, BNMEI. The other dignitaries present during the inauguration were- Prof. T J Ramamurthy-Director; Dr. S Y Kulkarni-Additional Director; Shri. Eishwar N Maanay- Dean and Dr. Krishnamurthy G N-Principal, BNMIT. The members of the top management addressed the students and motivated them to learn and contribute to the best of their ability, while upholding their personal values and values of the institution.



Inauguration of First Year MBA Classes



Invocation by Ms. Megha KR, Second Year MBA Student during the inauguration

ORIENTATION PROGRAM FOR FIRST YEAR MBA

An orientation program was held for First Year MBA students from February 17th to 22nd, 2022. The objective of this program was to familiarize the students on the following aspects:

- MBA Program structure under the Autonomous system
- Semester End Examination process
- Facilities available to the students at the Institute
- Extracurricular activities conducted by the Institute
- Code of conduct to be followed by students
- Internal Assessment Process
- Training and Placement Support
- Learning Resources
- Student Clubs
- Industry Visits

These aspects were explained in detail by the internal faculty members. This was followed by engaging sessions by eminent resource persons from the industry and academia who conducted sessions on various aspects - Self-awareness, Human Values and Ethics, Attitude management, Self-Motivation & Goal setting, Effective time management, Personal grooming and Personal branding. Prof. S K Bhagawan, Ms. Zeenath K J, Mr. Jayasimha, Mr. Rajesh CNB were the external resource persons. The orientation program also included management games, quiz and team building activities which were organized by the second year MBA students.



Prof. S K Bhagawan during the session on 'Effective Time Management and Personal Grooming'



Ms. Zeenath K J conducting the session on attitude management - 'Be an Empty Bottle'

"It is no longer enough to satisfy your customers. You must delight them." Philip Kotler

VISIT TO BIG BARN NATURE CAMP

An outbound activity was organised for the First semester MBA students at the Big Barn Nature Camp on March 3rd and 4th, 2022. Mr. Prakash, the trainer and coordinator at Big Barn, addressed the students and conducted numerous games and activities.

These activities were a perfect blend of fun and learning and focussed on team work, coordination and crisis management. Students were taken around the Farm, which began with a small trek amidst the lush greenery where they could see water bodies, life in ponds, variety of plants and trees. Also they could see various species of animals and birds that were in the Farm. The trip to Big Barn was successful in bringing the students closer to nature and instilling a sense of respect for nature, the environment and its inhabitants.



VISIT TO AKSHAYA PATRA FOUNDATION

The first semester MBA students were taken on a visit to Akshaya Patra foundation, Bangalore, on April 7th and 8th, 2022. Akshaya Patra is the non-profit foundation of ISKCON, Bangalore. The objective of the visit was to understand the operations of the non-profit organisation and to give an idea about the functioning of Akshaya Patra kitchen, its logistics and supply chain management practices. Students were taken on a tour of the Akshaya Patra food factory and were given detailed understanding of the food preparation process. Students were also given an opportunity to serve



Students at Akshaya Patra Foundation, ISKCON, Bangalore

PSYCHOMETRIC ASSESSMENT

Psychometric test is used to objectively measure an individual's personality traits, aptitude, and cognitive abilities. It is a method to assess the potential ability of candidates to perform well in a job role. Psychometric assessment was conducted for the First semester MBA students on March 31st, 2022 in association with Seventh Sense Talent Solutions, training partner of BNMIT.

The objective of the assessment was to understand the areas of strength and areas of improvement of students, which would help to plan various training activities for them. The assessment was conducted for about 3 hours and included the following aspects - numerical aptitude, logical reasoning, verbal ability, personality trait and psychometric analysis.



Students taking part in the psychometric assessment test

OUTBOUND EXPERIENTIAL LEARNING ACTIVITY (OBEL) AT BIG BARN

A two-day outdoor camp was held at Big Barn Farm for the First year MBA students as a part of 'Outbound experiential learning' (OBEL) program on April 9th & 10th and 16th & 17th, 2022 for Section A and B respectively. The idea was to improve leadership skills among the students through outdoor games and adventure activities. These activities were organised and conducted by the trainers at Big Barn Farm. Students were divided into groups and each group was assigned with specific tasks. The tasks were designed with an objective of honing key managerial skills among the students – planning, organizing, strategy, time management and effective communication.



Students involved in activity at Big Barn

GUEST LECTURES

'BUILDING A PERSONAL BRAND ON LINKEDIN' BY MR. NIPUN OBEROI

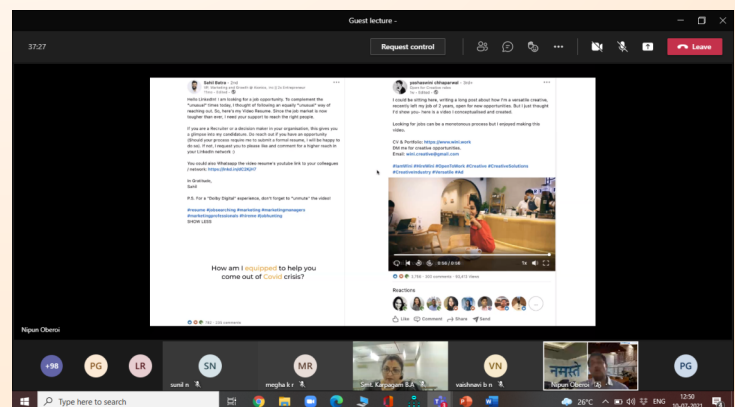
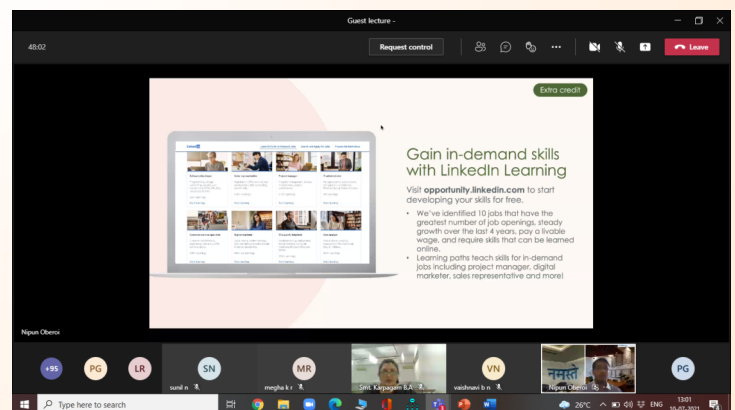
A guest lecture on 'Importance of building a personal brand on LinkedIn' was conducted for MBA students through online mode by Mr. Nipun Oberoi on July 10th, 2021.

Mr. Nipun Oberoi is Sales Head for Global Accounts at LinkedIn and has been with LinkedIn over 9 years in different areas such as Staffing, SMBs, Enterprise & Key Accounts and Global Accounts.

The speaker talked about building a personal brand using LinkedIn and explained the process which included the following aspects:

- How does professional network help an employee ?
- Why LinkedIn is important ?
- How to create profile in LinkedIn ?
- How is LinkedIn profile different from a resume ?
- How to request for recommendation ?
- How to shortlist job profiles ?
- How not to overload information on LinkedIn?

Mr. Nipun reiterated the importance of a LinkedIn profile since more than 50% of hiring is done through personal connections on the platform along with 34 million other professionals who visit LinkedIn for jobs every week. The speaker made the session very interactive by posing few thought-provoking questions. Many faculty members and students also shared their experiences in the session.



Mr. Nipun Oberoi talking about 'Building personal brand through LinkedIn'

'OPERATIONAL STRATEGIES IN FINANCIAL SERVICES' BY MR. SHAFIQ AHMED

A guest lecture on 'Operational Strategies in Financial Services' was organised by the Department on Sept 4th, 2021. This lecture was delivered by Mr. Shafiq Ahmed through online mode. He has an experience of 12 years in the financial service domain. He was initially engaged in the documentation process of Letter Of Credit and is currently holding the position of Quality Assurance Supervisor, leading a team of 14 employees at JP Morgan.

An operations strategy is a set of decisions an organization makes regarding the production and delivery of its goods. Mr. Ahmed explained the importance of operational strategies for any business which aims to grow consistently. He gave insights on some of the operational strategies adopted by the financial services organisations:

- Use of automation and innovation to improve productivity in operations. For example, OCR (Optical Character Reader) improves efficiency dramatically
- Organisations make operational decisions based on customer experience
- New Employee Orientation - Different programs like Buddy Programs are arranged to for a short period of time to help new joiners get accustomed to the system
- Continuous training plan for employees
- Various mistakes that lead to failure of strategy- For example, when the team does not have right people to execute a strategy who are aligned to a common goal, the strategy may backfire.

The speaker gave few real-life examples on operational strategies implemented by different companies. He also shared few career tips to students who wants to pursue career in investment banking and financial services.

'PRODUCT PROMOTION AND OPERATIONS MANAGEMENT' BY MR. SWAROOP S.

A guest lecture on 'Product promotion and Operation management' was conducted on Dec 4th, 2021 for third Semester MBA students. Mr. Swaroop S, National Retail Operation Manager at Hindustan Lever Limited was the guest speaker. He completed his Bachelors of Business Management specializing in HR from Oxford College of Business Management, Bangalore and MBA from SJCE Centre for Management Studies, Mysore. His area of expertise is Sales and Retail operations. He has worked in the FMCG sector for more than 10 years.

Mr. Swaroop began his lecture with a live example from the industry and explained how product promotion takes places and how operation management works in HUL. He emphasized on the role of basic business operations in any field of business management. He shared his experiences about evaluating the existing market developments, trends and collating that information to develop business. He shared insights on :

- How important is product demo in Retail operations ?
- How to adopt a suitable discipline in pricing, merchandising of products and location of a retail outlet ?
- How can managers decide about which product should be presented to which segment of customers and at what time ?



Session on 'Product Promotion and Operations Management' by Mr. Swaroop

Speaker described the importance of product promotion process with the intention of retaining it in the memory of the consumer using various promotion tools. He also spoke about the importance of mystery shopping and how it is conducted. He shared the strategies adopted by HUL to promote their products during the pandemic and how they diversified their production from necessity products to hygiene products (sanitizer, hand wash etc.)

“Good business leaders create a vision, articulate the vision, passionately own the vision and relentlessly drive it to completion.” — Jack Welch

'B TO B MARKETING RESEARCH' BY MR. MAHIM SHARMA

A guest lecture on 'Business to Business (B to B) Marketing Research' was conducted for third Semester MBA students by Mr. Mahim Sharma on Dec 11th, 2021. Mr. Sharma has over 20 years of experience across IT, Security and BFSI sectors in senior roles across regions, including seven years with Oracle India, and five years at Wipro Technologies. Mr. Sharma worked with start-ups, building component software for Financial Risk Management and in other product companies like Intellect and 3I. He has delivered lectures as visiting faculty at National Institute of Banking Management, Pune.

Mr. Sharma began the session highlighting the importance of fundamental skills of communication: 'LSRW' – Listen, Speak, Read and Write and explained how this helps in marketing. Speaking about research in marketing, he said there are two approaches while evaluating an existing market - Problem identification approach & Problem-solving approach. He explained the steps to be followed in both the approaches while doing research. Mr. Sharma explained the concepts through the case study of Wipro and Namma Metro. Metro planners used cluster method to find research solutions and designed route maps.

The speaker highlighted the difference between B to B and B to B commerce through various examples. He elaborated on various elements involved in B to B commerce such as Demand forecasting, Buyer decision, Supply, Distant channel, Buyer benefits and supplier benefits.



Mr. Mahim Sharma during the session on 'B to B Marketing Research'

'PROBLEM SOLVING AND IDEATION' BY MR. GURU PRASAD

A workshop on 'Problem Solving and Ideation' was conducted for the third semester MBA students on Dec 15th, 2021. Mr. Guru Prasad, an alumnus of BNM Institute of Technology, was the resource person for the session. Mr. Guru Prasad started his career at ANZ bank and has work experience of over 5 years. He also had a brief stint with Aegis Limited as a Team Lead before returning to ANZ as an Assistant Manager in Home loan department.



Virtual guest lecture session by Mr. Guruprasad on 'Problem Solving and Ideation'

Mr. Guru Prasad explained about the importance of new ideas in an organisation and how ideas can be generated in a working environment. He provided insight into various idea generating programs conducted by companies of different industries. He highlighted how the popular saying 'necessity is the mother of all innovation' applies to all businesses. Necessity creates a need to generate ideas about any issues or problems that the customer is facing. Every problem has an equal chance of getting a solution to it and companies which provide solutions through their products will be successful.

As change is the only constant thing in the world, organisations should keep a track of changing preference of people to come out with better ideas. He cited many examples of companies which have effectively employed these strategies.

'EMPLOYER BRANDING' BY MR. PAVAN BALAJI

A guest lecture on 'Employer Branding' was held on Dec 18th, 2021 by Mr. Pavan Balaji. Mr. Balaji is a Recruitment Marketing Advisor at Global SBO. He completed his MBA from the M.P. Birla Institute of Management specialized in Marketing and HR. His area of expertise includes digital and social media marketing, employer branding and content creation. Mr. Balaji had earlier worked with Naukri.com for 6 years and received several outstanding performance awards.

Mr. Balaji began his talk by explaining how employer branding is built at business organisations. He went on to describe various elements involved in employer branding such as - Employer value proposition and mix; Employer branding and talent attraction; AIDA Model in Marketing (Attention, Interest, Desire and Action); Channel and Conversion Funnel; Campaign Measurement.

He also explained about Search Engine Optimization and its importance, which refers to improving a search engine website to increase its visibility when people search for products or services (e.g. Google, Bing, Youtube and Amazon). Mr. Balaji gave many real-life examples on the topic and addressed the questions raised by students.



Mr. Pavan Balaji talking about 'Employer Branding'

'MANAGEMENT LESSONS FROM ANCIENT INDIA' BY MR. P VISWANATHAN

A guest lecture was organized by Department of Business Administration on the topic 'Management Lessons from Ancient India' on May 20th, 2022. Mr. P Viswanathan, CEO of Vyoma Linguistic Labs Foundation, Bangalore was the resource person.

A Chartered Accountant by qualification, Mr. Viswanathan is passionate about teaching Sanskrit language. Mr. Viswanathan has been awarded as 'Acharya' in Sanskrit (Alankara Shastra), from RSVP, Tirupathi and 'Vidyabhushana' from Chittoor Bhasha Pracharini Sabha. He quit his corporate career to start Vyoma Linguistic Labs Foundation to promote Sanskrit Language across India.

He started the session by quoting certain texts from ancient Indian scriptures and explained how modern managers and leaders can learn from these texts. Speaker quoted many examples from the puranas and described how management lessons from these texts could be applied at the current working environment. The speaker narrated many stories and sub-stories from the great Indian epics - Ramayana, Mahabharata and Bhagavad-Gita - and explained what a management student can learn from these stories. Speaker also highlighted teachings from Chanakya's 'Arthashastra' which provides guidance on many economic and political aspects that can be applied even in the modern era.



Mr. Viswanathan P, during the guest lecture on 'Management Lessons from Ancient India'

'BUSINESS MODEL CANVAS' BY MR. CLINTON ANTICK RAJ

A guest lecture on 'Business Model Canvas' was conducted for students of 4th semester MBA on May 25th, 2022. This lecture was delivered by Mr. Clinton Antick Raj through online mode. Mr. Clinton Antick Raj completed his B.Com from Baldwin Methodist college and MBA from Christ University, Bangalore. He started his career at Ison Pvt. Ltd. and currently working with Omega Health Care as Talent Acquisition Executive.

The speaker began his lecture with explaining about the concept of Business Model Canvas (BMC), its purpose and elements. He described about visual representation of BMC and gave a complete overview of the process.

Mr. Clinton explained why customer is considered as the king of any business and why should a business focus on current and future needs of customers along with the value proposition. The key elements of BMC model are -

- Customer segments
- Value proposition
- Customer relationship
- Revenue streams
- Cost structure
- Resource allocation

He explained each of the above aspects in detail and described how companies use this model to grow its audience and add value to its services.



Online guest lecture on 'Business Model Canvas' by Mr. Clinton Antick Raj

INDUSTRY VISIT

Industrial visit was conducted by First Semester MBA students as a part of 'Management and Organizational Behavior' course on May 19th and 20th, 2022. The objective of this activity was to make students familiar with different units of a business organization, its structure and various business processes of the organization. Students were formed into groups and each group had to visit a business organisation of their choice and submit a report on their learnings from the visit. Following are the firms visited by the students - SBEE Cables India Ltd, BAMUL, KSDL, Third wave coffee roasters and Vijaya Karnataka Publications.



Students at SBEE Cables India Ltd., Bangalore



Industrial visit by students to Vijaya Karnataka Office, Bangalore



"Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall"
Stephen Covey

STUDENT ACHIEVEMENTS

- **Barath Kumar, Bhavana BK, Chandan C, Manu S, Yashaswini MK** won First prize in Business Quiz competition and 2nd place in Team Building Activity held as a part of Inter-collegiate fest organised by JSS Academy of Technical Education, Bangalore from July 25th to 28th, 2022.
- **Akash Rao, Ananya Shetty, Ashika R, Bhavana Prasad, Meghana MS, Naresh S, Chandan C, Rakshith V** won First prize in Fashion Show competition in the inter collegiate fest organised by JSS Academy of Technical Education, Bangalore from July 25th to 28th, 2022.

STAFF ACCOMPLISHMENTS

Invited as Resource Person

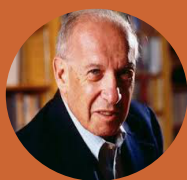
- **Dr. L Vijayashree** was the Resource Person for the topic 'Innovation in Online Assessment and Evaluation' in the Faculty Development Program conducted by BNMIT on July 9th, 2021
- **Dr. L Vijayashree** appointed as an expert reviewer for research papers by Academic Exchange Information Center in December 2021

Publications

- **Dr. Mukund Sharma N.**, Ibha Rani and Sridhar M published a paper entitled 'An Empirical Analysis of Banking Sector and NSE Through Co-Integration Approach' in The Journal of Oriental Research Vol. XCII-VI, ISSN: 0022-3301, June 2021
- **Dr. L Vijayashree** and Ms. Shishira Srinivasa published a research paper entitled 'Management of stress through music therapy' in South Asian Journal of Marketing and Management Research, Vol 11, Issue 8, Aug 2021
- **Dr. L Vijayashree** and Ms. Shishira Srinivasa published a research paper entitled 'KPOs: India's Ascension to the top of the world' in International Journal of Management and Humanities, Vol.05, Issue 10, July 2021
- **Dr. Neetha Mahadev** and Kishan MR published a paper on "Media coverage of Covid-19: A classical case of media frenzy" in Nolegein Journal of Advertising and Brand Management, Jan 2022
- **Dr. Charithra C M, Dr. Bhavya Vikas and Dr. Mukund Sharma** published a paper entitled 'Relationship between Exchange rate and Stock Market Volatility in India: An Empirical Analysis' in Finance India, Vol.34, No.4, Dec 2021
- **Dr. Bhavya Vikas, Dr. Charithra C M** and Kushal S published a paper on "A Study on Performance of Nifty during Covid pandemic using Technical and Macroeconomic analysis" in International Journal of Business and Management Invention (IJBMI), Vol 11, Issue 10, ISSN: 2319-8028, p. 64-72, Impact factor-4.72
- **Dr. Prathima V G** published a paper entitled 'Antecedents to Engagement of Multigenerational Workforce in a reputed heaving construction company' in Journal of Tianjin University Science and Technology, Vol.54, Issue:12, Dec 2021

Conferences

- **Mr. Santhosh K V** presented a paper and received the best paper award for a research paper entitled "Role of pre-employment stage of psychological contract in enhancing employability of job seekers" in the international conference on Frontiers in Engineering, Management and Science (2022)
- **Dr. Charithra C M, Dr. Bhavya Vikas** and Prashanth N presented a paper on "Volatility Analysis of Selected Stocks from Financial Services Sector for Pre and Post Covid-19" in International Virtual Conference on 'Sustainable Development in search of New Development Model' organised by Sanskrithi School of Business, Puttaparthi on March 26 & 27, 2022



"The leaders who work most effectively, it seems to me, never say 'I'. And that's not because they have trained themselves not to say 'I'. They don't think 'I'. They think 'we'; they think 'team'. They understand their job to be to make the team function. They accept responsibility and don't sidestep it, but 'we' gets the credit. This is what creates trust, what enables you to get the task done. Rank does not confer privilege or give power. It imposes responsibility"
Peter Drucker

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